

# Thoughts from Quality GURU

Defects are **not free**. Somebody makes them, **and gets paid for making them.**

"Quality is pride of workmanship."



W. Edwards Deming  
1900 - 1993



**“It is not 7 Letters but 7 principles which makes Quality”**

## House of Quality

SUPPLIER DEVELOPMENT

CONTINUOUS LEARNING  
AND IMPROVEMENT

CUSTOMER FOCUS

TOTAL EMPLOYEE  
INVOLVEMENT

DATA AND FACT BASED  
DECISION MAKING

Process Approach  
Leadership and Culture



**SEVEN STEPS**  
“Making Excellence a Culture”

**"Quality is never an accident. It is  
always the result of intelligent  
effort." - John Ruskin**

